

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is very important in social mobility and human life. Wardhaugh (2006:1) stated that language is a code to make human relationship in social life because it is what the members of particular society speak. It can be concluded that language is being a part of society. Language has certain functions among others as a media to express ideas. Moreover, language is also used to communicate with other people. It makes human easier to express their ideas and exchange information. Therefore language as a communication instrument is used by people to convey messages, ideas, feelings, information, etc. There is no human activities without language.

Communication will happen if people use language to communicate with others. Communication means the process of sending and receiving information or messages between two or more individuals effectively that have roles as speaker or sender and hearer or receiver the information or messages so that it can be understood easily. People do not speak in uncontrolled manner. It means that there are factors which determine the production of utterances. For the sake of the realization of good communication, individuals must have communicative competence. Communicative competence means how to use language correctly and be able to use our language ability in communication to the others.

Nowadays there is an interactive talk show or dialogue as a means in communicating becomes very important. This is indicated by the increasing variety of talk shows found in electronic media. Speedy the advancement of information technology presents challenges and at the same time easiness to produce creative, attractive and innovative talk shows thus making the talk show very varied. According to Hornby (1973: 1030), talk shows were performances for talking, giving information, etc. It usually talks about

various topics, like politics, gossip, issues, celebrity scandals and etc. The researcher chooses “The Van Jones Show” on CNN aired on March 24, 2018 because the researcher interested in analyzing the utterances or the topic discuss which are used by Van Jones as an host and the guests in the program talk show and also wants to know what messages will be conveyed to the people in whole the world concern with gun violence in United State.

The elements ethnography of communication proposed by Hymes involved setting, participant, end, act sequence, key instrument, norm and genre in the talk show among Van Jones and the guests can be analyzed in this citation of conversation below:

Turn	Speaker	Utterances
4.	VAN JONES	<i>Now, I'm curious, because you guys were on stage, you know, spoke, gave your perspective. It looked like history to me. How did it feel to you, Samantha? What was your experience?</i>
5.	SAMANTHA FUENTES	<i>I, in all honesty, was absolutely terrified, but in a way I felt that I have a moral obligation to do something right.</i>

Based on the conversation above the researcher can see the SPEAKING elements that are found in the dialogue. There are setting, participant, end, key, instrumentalities, norms, and genre. The show are occurred on March 24,2018 or “Now” in that time and on the stage. It can be seen from the first utterance that uttered by Van Jones in the beginning of the show. For Participant, there is between Van Jones as the hosts and Samantha Fuentes, the Stoneman Douglas Shooting Survivor as the guest. The ends of the conversation above are getting information and expressing feeling. The tone is serious and sad. The conversation above includes in

spoken text and there is moral norms found in the conversation. The genre of the conversation above is talk show interview.

The studies of ethnography of communication have been conducted by previous researchers. Afful (2017) entitled *An Ethnography of Communication: Viva Voce in a Ghanaian University*. Handayani (2012) conducted the study entitled *The Ethnography of Communication among Students and Teacher MAN 01 Semarang*. Ray and Chinmay (2011) examined *A Study on Ethnography of Communication: A Discourse Analysis with Hymes' SPEAKING Model*. Vakili et al (2012) entitled *The Analysis of Speech Events and Hymes 'SPEAKING' Factors in the Comedy Television Series "FRIENDS"*. Baym (2006) entitled *Ethnography of Communication*.

Based on previous researchers, culture and society has important influence to people in communication. The writer has same perspective with other researchers. The researcher tries to conduct different research by using same theory by Hymes to analyze. The other researchers also use speaking grid by Hymes as a tool to analyze. Otherwise the writer finds the differences between this research and the previous research above. In this research, the writer tries to analyse the different object that is talk show and does not involve directly in the society like the previous researchers. The reason for the analysis of the talk show by using the ethnography of communication is to find out the elements of ethnography of communication according to Dell Hymes' theory. The researcher chooses the ethnography of communication as the final project because ethnography seems interesting and it is not limited. It is interesting to observe the customs and traditions of other people. Ethnography is a form or method of studying a way of life.

B. Problem of Statement

In viewing of background of study above, so the researcher would like to answer research question, as follow:

1. What are the messages that conveyed in The Van Jones Show?

C. Objective of the Study

Based on problem statement above, the objective could be as follow:

1. To explain the messages that are conveyed in The Van Jones Show.

D. Benefit of the Study

The result of this study will be useful in some ways:

1. Theoretically Benefit

This study can increase the theories and give some contributions in sociolinguistics study especially in ethnography of communication. analysis.

2. Practically Benefit

- a. English Lecturer

This study can become additional information for English lecturer in teaching ethnography of communication to the students.

- b. Other Researchers

This research hopefully will be useful for the readers or other researcher who interested in sociolinguistics especially in ethnography of communication.